

# Daniella Escobar | UX/UI Designer

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## WORK EXPERIENCE

### UX Design Intern

Lumen Technologies

05/2022 - 08/2022

Broomfield, CO (Remote)

- Interpreted user data in Contentsquare and Adobe Analytics, recommending changes to product pages in weekly optimization meetings
- Evaluated Lumen's B2B Marketplace experiences through UserTesting and created action plans to implement test results
- Created team's first data-driven Competitor Analysis Master Deck for future projects
- Collaborated with team to provide solutions for product pages and presented wireframes to VP of Marketing

### iOS UX/UI Designer & Team Lead

App Team Carolina

08/2021 - present

Chapel Hill, NC

- Instructed a 12-week Design Academy for new members, taught the UX design process and guided them through their individual case studies
- Collaborated with designers, developers, and clients to create 2 iOS apps utilizing Apple's Human Interface Guidelines and an App Team Carolina design system
- Conducted UX research, created high fidelity prototypes, and conducted usability tests for a budgeting app and an iPad game for students with Cortical Visual Impairment

## SKILLS

### Design

Usability Testing  
User Research  
Wireframing  
Prototyping  
Accessibility  
Responsive Design  
System Design

### Software

Figma  
Adobe XD  
UserTesting  
Contentsquare  
Adobe Analytics  
HTML/CSS  
JavaScript

## CERTIFICATES

### Google UX Design Professional Certificate, Coursera

Issued 01/2022

- Completed a rigorous training designed for entry-level job readiness
- 15 modules included topics such as: UX research, inclusive design, low-fidelity and high-fidelity prototypes, and tools like Figma and Adobe XD
- Completed hands-on projects and developed a portfolio including 3 projects to receive the certificate

## LEADERSHIP & COMMUNITY INVOLVEMENT

### Website UI Designer

Computer Science & Social Good

08/2021 - present

Chapel Hill, NC

- Collaborated with developers to create websites for local businesses, expanding their reach and impact in the community
- Communicated with developers to finalize designs and improve client's current brand

### Vice President of Scholarship

Delta Sigma Pi Professional Business Fraternity

08/2021 - 12/2021

Chapel Hill, NC

- Coordinated and managed academic and professional resources for 85 members
- Designed and advertised event marketing materials

## EDUCATION

### B.A. Media & Journalism;

### B.S. Information Science

University of North Carolina at Chapel Hill

07/2020 - present

GPA: 3.9